



WE "SCRAPPED" WITH OUR NEIGHBORS

... and, ever since, they've been our
closest friends!

"WE hardly knew the folks who live next door—until the day our community started that 'scrap drive'—and they began piling up a lot of old household junk in their backyard.

"As I watched them over the fence, they grinned and called out: 'Salvage for Uncle Sam!'

"Well, that started us off. We had lots of old 'scrap', too, in our attic and basement—and pretty soon we were lugging it out into a pile of our own.

"When we'd finished, I said to my wife: 'Whew! I'm thirsty.'

"There's some Pabst Blue Ribbon Beer in the ice box,' she said. 'Maybe the neighbors would like some, too. I'll ask them!'

"Soon we were all sitting on the back steps together,

tired but relaxed—enjoying our Blue Ribbon, swapping experiences and getting acquainted.

"Maybe that good mellow Pabst had something to do with it—anyhow, ever since we 'scrapped' with our neighbors—they've been our closest friends."

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As people adjust themselves to the new wartime routine, little things—everyday pleasures, take on new importance. Now more than ever, Pabst Blue Ribbon Beer has become a symbol of friendly companionship.

That softer, kindlier taste of Pabst Blue Ribbon is achieved by *full-flavor blending*—a Pabst process that gives you all the taste tones of a well-rounded beer. Not just 3, nor 5, nor 7 or 8 brews—but no less than 33 master brews are skillfully "woven" into one great beer. There is no finer beer in all the world than Pabst Blue Ribbon.

Now more than ever—
A Symbol of Friendly Companionship

In standard 12-ounce and full quart size bottles.
Also on draught at better places everywhere.